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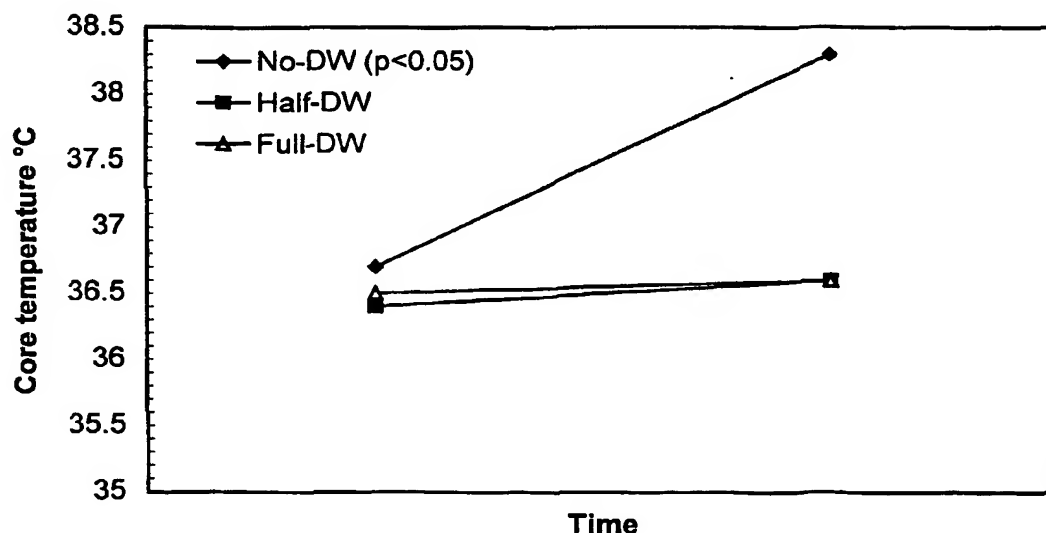
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(54) Title: **USE OF THERMOREGULATORY MATERIAL TO IMPROVE EXERCISE PERFORMANCE**



(57) Abstract: The use of a thermoregulating composition of matter, such as DRiWATER(R), to help thermoregulate a subject user is disclosed. In preferred embodiments, the composition can be situated over significant surface area portions of the user's body (such as by garment-like coverage of substantial portions of the user, on the torso, arms, legs, head, etc., for example) or it can be situated at discrete locations (such as by packs or packets of the material at strategic, heat-intensive areas of the user, for example). Additionally, the composition can be delivered by a variety of means (e.g., directly or indirectly, contained within packets made of either breathable or closed cell material, etc.) to provide the thermoregulatory effects, according to preferred embodiments of the present invention.

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